



**WJW**  
**5800 S. Marginal Rd**  
**Cleveland, OH 44103**  
**(216)431-8888**

www.Fox8.com

CONTRACT

<u>Contract / Revision</u> 585797 /		<u>Alt Order #</u>
<u>Product</u> 2012		
<u>Contract Dates</u> 10/25/12 - 10/30/12		<u>Estimate #</u> 3062
<u>Advertiser</u> Issue 2 - Protect Your Vote		<u>Original Date / Revision</u> 10/24/12 / 10/24/12
<u>Billing Cycle</u> EOM/EOC	<u>Billing Calendar</u> Broadcast	<u>Cash/Trade</u> Cash
<u>Station</u> WJW	<u>Account Executive</u> John Zarlenga	<u>Sales Office</u> Cleveland
<u>Special Handling</u>		
<u>Demographic</u> Adults 25-54		
<u>IDB#</u>	<u>Advertiser Code</u>	<u>Product Code</u>
<u>Agency Ref</u>		<u>Advertiser Ref</u>

And:

**Strategic Media Placement**  
**7669 Staggers Loop**  
**Delaware, OH 43015**

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Type	Totals Spots Amount	
N 1	8	10/25/12	10/30/12	M-F 6a-7a	6a-7a Rotator		:30			NM	4	\$12,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/22/12	10/28/12	---TF--				2	\$3,000.00			
Week:		10/29/12	11/04/12	MT-----				2	\$3,000.00			
N 2	8	10/25/12	10/30/12	M-F 7a-8a	7a-8a Rotator		:30			NM	2	\$6,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/22/12	10/28/12	---TF--				1	\$3,000.00			
Week:		10/29/12	11/04/12	MT-----				1	\$3,000.00			
N 3	8	10/25/12	10/30/12	M-F 9a-10a	9a-10a		:30			NM	4	\$8,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/22/12	10/28/12	---TF--				2	\$2,000.00			
Week:		10/29/12	11/04/12	MT-----				2	\$2,000.00			
N 4	8	10/25/12	10/30/12	M-F 12p-1p Noon News	12p-1p Noon News		:30			NM	4	\$6,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/22/12	10/28/12	---TF--				2	\$1,500.00			
Week:		10/29/12	11/04/12	MT-----				2	\$1,500.00			
N 5	8	10/25/12	10/30/12	M-F 4p-5p	4p-5p		:30			NM	2	\$3,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/22/12	10/28/12	---T---				1	\$1,500.00			
Week:		10/29/12	11/04/12	M-----				1	\$1,500.00			
N 6	8	10/25/12	10/30/12	M-F 5p-6p News	5p-6p News		:30			NM	4	\$10,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/22/12	10/28/12	---TF--				2	\$2,500.00			
Week:		10/29/12	11/04/12	MT-----				2	\$2,500.00			
N 7	8	10/25/12	10/30/12	M-F 6p-7p News	6p-7p News		:30			NM	4	\$14,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/22/12	10/28/12	---TF--				2	\$3,500.00			
Week:		10/29/12	11/04/12	MT-----				2	\$3,500.00			
N 8	8	10/25/12	10/30/12	M-F 7p-730p News	7p-730p News		:30			NM	4	\$14,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/22/12	10/28/12	---TF--				2	\$3,500.00			
Week:		10/29/12	11/04/12	MT-----				2	\$3,500.00			
N 9	8	10/25/12	10/30/12	M-F 730-8p	730p-8p		:30			NM	4	\$10,000.00

(\* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Two week advance cancellation notice is required unless otherwise specified. LocalTV does not accept advertising contracts that impermissibly discriminate on the basis of race or ethnicity.



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Contract / Revision		Alt Order #
585797 /		
Contract Dates	Product	Estimate #
10/25/12 - 10/30/12	2012	3062
Advertiser		Original Date / Revision
Issue 2 - Protect Your Vo		10/24/12 / 10/24/12

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/ Week	Rate	Type	Totals Spots      Amount	
											6	\$25,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/22/12	10/28/12	---TF--				2	\$2,500.00			
Week:		10/29/12	11/04/12	MT-----				2	\$2,500.00			
N 10	8	10/25/12	10/30/12	Late News Rotator	10p-11p Rotator		:30			NM	3	\$5,625.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/22/12	10/28/12	---TFSS				4	\$4,250.00			
Week:		10/29/12	11/04/12	MT-----				2	\$4,250.00			
N 11	8	10/25/12	10/30/12	M-F 11p-1130p	11p-1130p		:30			NM	1	\$7,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/22/12	10/28/12	---TF--				2	\$1,875.00			
Week:		10/29/12	11/04/12	M-----				1	\$1,875.00			
N 12	8	10/27/12	10/27/12	College Football Late	College Football Late		:30			NM	1	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/22/12	10/28/12	-----S-				1	\$7,500.00			
N 13	8	10/27/12	10/27/12	Fox 8 News Sa 8a-9a	Sa 8a-9a		:30			NM	1	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/22/12	10/28/12	-----S-				1	\$1,500.00			
N 14	8	10/28/12	10/28/12	Fox 8 News Su 8a-9a	Su 8a-9a		:30			NM	1	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/22/12	10/28/12	-----S				1	\$1,500.00			
Totals											44	\$124,625.00

Time Period	# of Spots	Gross Amount	Net Amount
10/01/12 -10/28/12	25	\$72,750.00	\$61,837.50
10/29/12 -10/30/12	19	\$51,875.00	\$44,093.75
Totals	44	\$124,625.00	\$105,931.25

Signature: \_\_\_\_\_

Date: \_\_\_\_\_

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## AGREEMENT FORM FOR NON-CANDIDATE/ISSUE ADVERTISEMENTS

<b>Station and Location:</b>	<b>Date:</b>
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I, KEGAN BERAN  
do hereby request station time concerning the following issue:

ISSUE 2

Broadcast Length	Time of Day, Rotation or Package	Days	Class	Times per Week	Number of Weeks

**Total Charges:**

This broadcast time will be used by: \_\_\_\_\_

**Does the programming (in whole or in part) communicate "a message relating to any political matter of national importance?"**

☐ Yes
 ☒ No

For programming that "communicates a message relating to any political matter of national importance," list the name of the legally qualified candidate(s) the programming refers to, the office(s) being sought and the date(s) of the election(s) (if applicable):

PROTECT YOUR VOTE OHIO - VOTE "NO" ON ISSUE #2

For programming that "communicates a message relating to any political matter of national importance," attach Agreed Upon Schedule (Page 3)

I represent that the payment for the above described broadcast time has been furnished by:

PROTECT YOUR VOTE OHIO - TREASURER - SUZANNE E. MARSHALL  
88 E. BROAD ST. STE 1770, COLUMBUS, OH. 43215

and you are authorized to announce the time as paid for by such person or entity. The entity furnishing the payment, if other than an individual person, is:

☐ a corporation; ☐ a committee; ☒ an association; ☐ or other unincorporated group.

The names, offices, and addresses of the chief executive officers, directors, and/or authorized agents of the entity are named below (may be attached separately):

**THIS STATION DOES NOT DISCRIMINATE OR PERMIT DISCRIMINATION ON THE BASIS OF RACE OR ETHNICITY IN THE PLACEMENT OF ADVERTISING.**

I agree to indemnify and hold harmless the station for any damages or liability, including reasonable attorney's fees, that may ensue from the broadcast of the above-requested advertisement(s). For the above-stated broadcast(s), I also agree to prepare a script, transcript, or tape, which will be delivered to the station at least \_\_\_\_\_ before the time of the scheduled broadcasts.

**TO BE SIGNED BY ISSUE ADVERTISER**

9/12/12

Date

Signature

740-201-5510

Contact Phone Number

**TO BE SIGNED BY STATION REPRESENTATIVE**

☐ Accepted

☐ Accepted in Part

☐ Rejected

Signature

Printed Name

Title